

# To Package or Not to Package? That is the Question



Ugly Fish

WRITER **Virgilia Readett**

**Frame and lens packages are a staple of the optical industry. They appeal to a broad portion of the market looking for transparency and simplicity. However, it pays to be cautious when promoting frame and lens packages as not all can be tailored to meet every patient's needs. Consider the following pros and cons when weighing up the best solutions for both your customers and your practice.**

**Packaging frames and lenses** together creates a concise marketing message that offers broad appeal. These packages are “extremely beneficial from both cost and personalisation perspectives for customers”, according to Bupa Optical Director, Guneet Sawhney.

Many customers like the idea of receiving a ‘complete pair’ of trendy designer frames with lenses at a price that lets them afford sunnies as well. Others will identify with the need for two pairs of specs – one for the workplace and one for day-to-day living.

Package deals are an excellent tool to draw new and existing customers into your practice, particularly at a time when people are holding back on purchases due to an increased cost of living. As Lesley Stephenson, State Manager and National Training Co-ordinator (Tasmania and Queensland) for The Optical Superstore said, deals such as two pairs with a low- or no-gap payment provide comfort to new and existing customers. Armed with knowledge about their likely financial outlay, they will feel safe and encouraged to “come in and see what is on offer”.

Samantha Farrugia, HR Business Partner with George and Matilda added, “package deals offer customers the opportunity to remain within a set budget”.

“The numerous packages on offer provide the comfort that they can be serviced for a fixed price well in advance of finalising the transaction.”

**TRANSPARENCY AND SIMPLICITY**

This demand for ‘comfort’ makes transparent communication of pricing and inclusions – like tints and coatings – critical for building trust and customer loyalty.

While packaging frames and lens offers can be a powerful marketing tool, they can also backfire on your brand if you’re not true to your word. A common complaint heard from consumers is that “the price quoted in the sales pitch was nothing like the final price once all the extras had been added in”.

However, coming up with ‘simple’ price points is not as straightforward as it sounds because we all know that optical appliances are as diverse as our patients’ eyes.

Lifestyle questions around customers’ budgets and expectations will guide your recommendations on what packages to recommend. For some patients, financials

weigh heavily on their decisions; for others fashion, function, or feel will be a higher priority.

The best way to meet varying customer needs, according to Dylan Oblein, Business and Development Manager for Eyecare Plus, is to have a wide range of frames available to choose from, for women, men, and children. Then, a flexible approach to bundling so that “the ability to upgrade to a different lens design is always there, if the patient chooses”.

As Mr Sawhney explained, patients may also want to customise their glasses with extra features, such as coatings and tints.

**THERE’S NO ONE SIZE FITS ALL**

Mr Sawhney pointed out that, “While most customers can take advantage of the packages, there are some with higher prescriptions who require special lenses, which need to be offered separately. In this case, the customer can still get great value as they can pay a fixed amount to upgrade their lenses.”

Additionally, for many customers, one pair cannot “do it all”. This makes second pair deals highly appealing.

At The Optical Superstore, staff are trained and prepared to discuss all of a patient’s visual needs before guiding them to the best solution, explained Ms Stephenson.

“Although a low- or no-gap offer might entice the customer into the practice, we still need

**“coming up with ‘simple’ price points is not as straightforward as it sounds because we all know that optical appliances are as diverse as our patients’ eyes”**

to look at their current lenses, their lifestyle and vision needs, and their prescription, then ensure we offer the best product for those particular needs.”

Eyecare Plus also works closely with practices to ensure staff prioritise meeting patient’s holistic vision needs. “Many packages have restricted lens options. Staff members at Eyecare Plus are well trained to be able to communicate this effectively and offer the best solutions available for all our patients.”

#### THEIR PLACE IN THE MARKET

While frame and lens packages won’t suit every customer, there’s no doubt that they can be enticing for customers and practices alike. They provide ease of marketing, cost benefits for customers, and can bring in additional revenue for practices.

Chains and corporate practices range in their offerings of frame and lens packages. For some, they make up the bulk of their offerings; for others they are an option that is brought out where appropriate.

As Mr Oblein explained, “Eyecare Plus members have complete spectacle packages, from simple readers to high-end options, available at their fingertips which will satisfy all pockets. Ideally, we recommend using these to incentivise a quality pair purchase and to counteract the aggressive discounting policies of the volume-based corporate optometry models.”

At George and Matilda Eyecare, Ms Farrugia said their numerous packages comprise “certain brands of frames... and team members talk through the most appropriate option with the patients”.

As we’ve heard, frame and lens packages can benefit your customer and your practice when recommended appropriately. Once customers are drawn in by these deals, it is important to keep the customer’s specific requirements in mind. Is a package deal the most appropriate offering? Or is there flexibility to tailor the package accordingly?

By ‘knowing’ our customer and fulfilling their needs, practices can build the footings for repeat sales.

Virgilia Readett is a senior Trainer with the Australasian College of Optical Dispensing (ACOD). She holds a Certificate IV in Training and Assessment, a Certificate IV in Optical Dispensing, and a Bachelor of Arts, majoring in Communications. She began her optical career with Specsavers and has worked in several Specsavers stores in supervisory and in-store trainer positions.

“While frame and lens packages won’t suit every customer, there’s no doubt that they can be enticing for customers and practices alike”

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The 702 Razor Evo 2 (pictured in crystal blue) is a durable polycarbonate frame with a rubber nose pad for comfort and fit. This ergonomic wrap-around frame offers exceptional coverage and vision through an 8-base curve lens.



Maui Jim Optical

The 702 Razor Evo 2 can be fitted with Trivex or polycarbonate lenses in clear, grey, polarised grey, transition, and photochromatic lenses. Multicoat and hard coats are available. Min P.D: 30.

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### Maui Jim Optical

Maui Jim offers a large range of optical frame and lens packages to accommodate prescription wearers. The exquisite optical frames are crafted with the same attention to detail and quality as the well-known and respected sunglass range, ensuring a comfortable fit and durability.

Maui Jim offers both metal and acetate optical frames, each with their own unique style and shape options.

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(AUS) 1800 251 025 or (NZ) 0800 141 444

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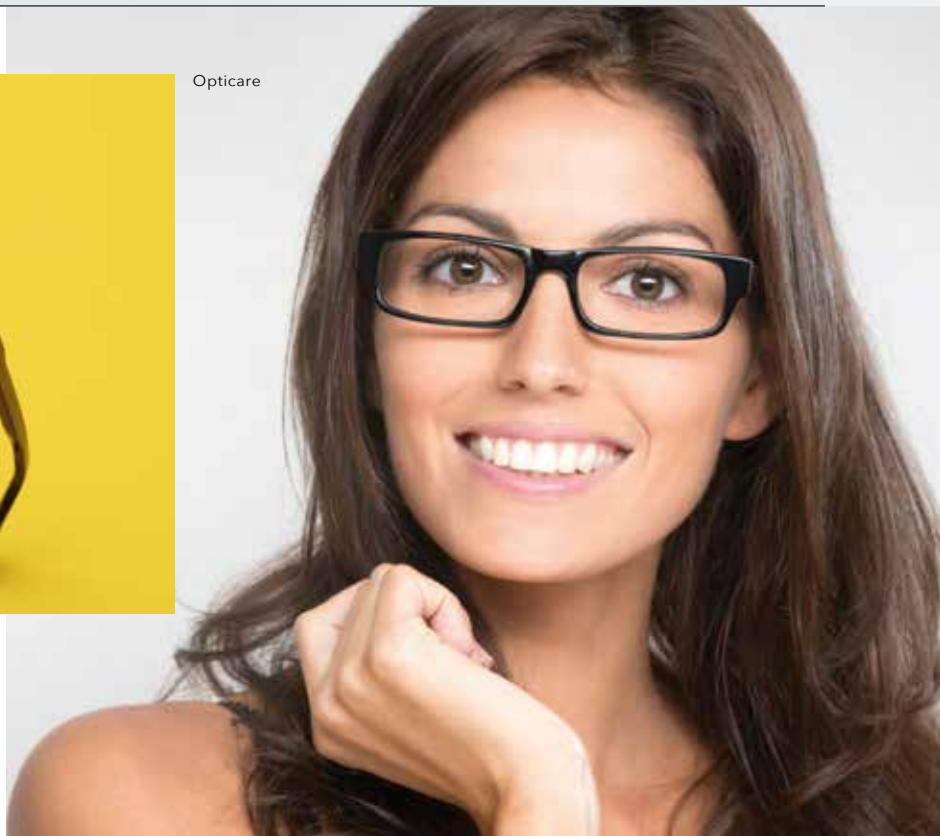
Juzvision is a one-stop-shop for high-quality complete frame and lens packages. Juzvision's extensive collection of eyewear includes styles and materials to suit every taste and budget. Lenses are manufactured using the latest technology and highest-quality materials for exceptional clarity and visual acuity. Frames are durable, stylish, and come in a variety of colours and designs.

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Juzvision

Opticare



## Opticare

Opticare has a broad selection of brands and product lines that cater to the aesthetic and functional needs of different customers. All frames are made from premium materials, for durability and style.

Whether the patient in front of you is a busy professional or a trendy student, an Instyle frame (pictured), as part of a frame and lens package, provides an affordable solution, while maintaining a professional and well-designed look.

**Contact: Opticare (AUS) 1800 251 852**

## Ugly Fish

Finding perfectly fitting frames for tweens is a challenge – they're too big for kids' frames, but too small for adults' frames, and full of ideas on the perfect style!

The Ugly Fish Tween Optics range fills a gap for many retailers. With a 50–53 eye size range, the mid-fit frames are designed to suit kids aged 11+, or

small adults. The range is engineered with lightweight TR90 frames, flexible temples, a moulded nose bridge, and adjustable temple tips. All frames include a signature zip hard case and microfibre pouch.

Great value tween frame and lens packages are available to order through lab partners Essilor, Hoya, and OSA.

**Contact: Piranha Eyewear**  
(AUS) 02 4284 7888

Ugly Fish



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Certified frames available on Rx Safety's Standardsmark Schedule include Ugly Fish, ASW, Cummings Optical and Leader plastic and metal frames. In stock are fresh new colours for men and women with robust and sleek designs coupled with the widest certified range of polycarbonate and Trivex lenses.

Pair Rx Safety's wide range of frames with the company's equally wide range of lenses and lens treatments for a complete one-stop package.

**Contact: Rx Safety (AUS) 08 8186 3698**

## Maui Jim

Maui Jim sunglasses have become synonymous with quality, comfort, and style. Offering a wide range of frame and lens packages catering to different preferences and lifestyles, from lightweight durable titanium frames to classic acetate frames with a retro twist, there is a frame for every taste.



Maui Jim



Ryan Adda

Additionally, Maui Jim offers various types of lenses in both prescription and non-prescription, all of which are polarised. Options include mirror coated lenses as well as single and bi-gradient lenses, each with their own unique benefits to enhance visual clarity and protect against harmful UV rays. For those who love the outdoors, Maui Jim also offers sport specific frames that are perfect for golfing, fishing, and water sports.

With such a vast range of frame and lens options to choose from, Maui Jim sunglasses are the perfect accessory for any occasion.

**Contact: Maui Jim (AUS) 1800 010 244 or (NZ) 0800 400 887**

## Ryan Adda

Introducing Love My Colours from Ryan Adda, to bring a fresh burst of colour to your customers' eyewear wardrobe. Ryan Adda is the latest collection to be offered by Asia Contacts 1 (AC1). The company also distributes other popular brands like Paul Frank, Crispin Bees, Crocs Eyewear, Lipo Kids, and Plak.

With such a vast range of options, you can easily cater to the diverse tastes and preferences of your customers. Understanding that every customer has unique needs, AC1 works with key laboratory partners to provide a vast range of frame and lens package options.

**Visit: [asiacontacts1.com](http://asiacontacts1.com)** 